



# Overview

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- Introduction
  - Program Structure
  - Marketing & Training
  - Keys to Success
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# INTRODUCTION

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# Program Goals

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- Remove barriers to leasing EVs
  - Encourage public agencies to drive EVs
  - Demonstrate EV technology
  - Improve public awareness of EVs
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# Accomplishments

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- Successful new incentive program for public agencies in Sacramento area
  - Large roll-out of EVs: Over 100 EVs placed in 3 months
  - Over 22 agencies participated
  - Expanded area's charging infrastructure by 25%
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# Why Electric Vehicles?

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- Positive public image
  - Reliable
  - Quiet, high performance vehicles
  - Low maintenance
  - Employee satisfaction
  - Zero emissions
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# PROGRAM STRUCTURE

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# Overview of Program Structure

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- Easy for public agencies to participate
  - Attractive incentive structure
  - Vehicles ordered & centrally managed
  - Infrastructure installation centrally coordinated
  - Vehicle training, service, and one-on-one customer service built into the program
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# How did the program work?

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- EVs leased for three years
  - Participating agencies agree to lease 2 or more vehicles
  - First year's lease price free to participants
  - Reduced lease payments 2nd and 3rd year
  - Infrastructure incentive provided
  - Total cost comparable to conventional vehicles
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# Program Implementation

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- Agency signs up--enters into Agreement
  - ARB initiates infrastructure site visit
  - ARB approves infrastructure work estimate
  - Arrangements for infrastructure installation made with participating agency
  - Arrangement for EV delivery, after infrastructure installed
  - Deliver vehicles and provide training
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# MARKETING & OUTREACH

# Marketing

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- Developed unique program identity
  - Message and promotional materials focused on public fleet concerns
  - Generate enthusiasm for participating in regional program
  - Used two tiered approach: worked with both Execs and fleet managers
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# Marketing

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- Program materials included factsheet, folders, logo, and slide presentation
  - Individual presentations to interested agencies
  - “Hands-on” demonstration of vehicles
  - Incorporated experience of fleet managers who had positive experience with EVs
  - Provided opportunity to test drive EVs & short-term loans
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# Electric Vehicles are ready!

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With ev Sacramento you'll see a lot more on the streets.



**The**

***evolution***

**is here!**

# Training

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- Developed “how to” guides for each EV
  - Provided “hands-on” training which covered
    - Vehicle operation, range, precautions
    - How to charge
    - Procedures for vehicle repairs & roadside service
  - Tailored training to needs of agency
  - Asked agency to identify one person as the “EV Expert”
  - Repeated training, as needed
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# KEYS TO SUCCESS

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# What are the keys to success?

- Build upon existing outreach, demonstration & educational programs
- Demonstrate technology--public fleets aren't risk takers
- Work in partnership with State & local agencies
- Good staff contacts are critical--enthusiastic staff at public agencies "can make it happen"
- Put policy makers & executives in vehicles

# Stress all the Benefits

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- Positive public image
  - Environmental benefits: air quality, global warming, water quality, etc
  - Vehicle attributes: high performance, quiet, reliable etc.
  - Emphasize safety
  - Operational & other cost savings
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# Lessons Learned

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- Need to focus on infrastructure as well as vehicles
  - Infrastructure installation is a big decision for many agencies
  - Concerns with liability and siting need to be addressed before resources committed
  - “Leased” properties often require much longer time to attain approvals for construction
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# Lessons Learned: Training

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- Fleet applications will impact type or amount of training needed
  - Tailor training to how the EV will be used
  - EVs used as “pool” vehicles can require group training or several training sessions
  - Providing training at time of vehicle delivery results in more satisfied users
  - Focused attention needed for some users to help them feel comfortable with a new technology
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Join the

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# INFORMATION

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Gayle M. Sweigert  
Air Resources Board  
(916) 322-6923  
[gsweiger@arb.ca.gov](mailto:gsweiger@arb.ca.gov)